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# KAUZ, LLC

## EEO PUBLIC FILE REPORT

April 1, 2018 to March 31, 2019

### II. MASTER LIST OF RECRUITMENT SOURCES

\*Sources with an asterisk (\*) denote organizations that requested notification of job vacancies

*Source Number	Organization	Contact Person	Mailing/Email Address	Website	Phone Number	Number of Interviews
<b>COMMUNITY SOURCES</b>						
1*	*Division of Vocational Rehabilitation	Debra Leffler	1332 NW 53rd St., Lawton, OK 73505 / dleffler@okdrs.gov		800-487-4042	
2*	*Public Private Partnership Office	Shannon Jackson	Bldg. 4700 Mow Way Rd., 3rd Floor, Ft. Sill, Oklahoma 73503 / shannon.s.jackson.ctr@mail.mil		580-558-7101	
3*	*Providence Baptist Church of Burkburnett	Pastor Carl E. English Sr.	PO Box 427, Burkburnett, TX 76354 / ceenglishsr@yahoo.com		940-569-1231/fax: 940-569-8101	
4	KAUZ (on-air spots)		(aired Apr. 2018-Dec. 2018/Mar. 2019)			
5	KAUZ (website)			newschannel6now.com		
6	Midwestern State University	Stephanie Sullivan		https://app.joinhandshake.com		
7	Nonprofit Center of Wichita Falls	Kalee Poirot/Marla Malone	kalee@nonprofitcenterwf.org & marla.malone@msutexas.edu	https://wit.twc.state.tx.us	940-322-4961	
8	Texas Workforce Commission	Katie Spence/Judy Morgan	katie.spence@ntxworksolutions.org & judy.morgan@ntxworksolutions.org			
9	Workforce Solutions of North Texas	Sherryl Roberts/John W. Ater, II	4309 Old Jacksboro Hwy. Ste. 300, Wichita Falls, TX 76302 / Sherryl.Roberts@wfsntx.onmicrosoft.com/john.ater@ntxworksolutions.org		940-322-1801	
<b>ADDITIONAL SOURCES</b>						
10	Arizona State University			https://app.joinhandshake.com		
11	Baylor University			https://app.joinhandshake.com		
12	Colorado State University			https://app.joinhandshake.com		
13	Dallas Baptist University			https://app.joinhandshake.com		
14	Facebook			Facebook.com		2
15	Job Fairs					2
16	LinkedIn			linkedin.com		1
17	Oklahoma State University	Career Services	360 Student Union, Stillwater, OK, 74078 / careers@okstate.edu		405-744-2242	
18	Rawls College of Business - Texas Tech University			https://app.joinhandshake.com		
19	Referrals	Employees, Clients, Vendors,				10
20	Stephen F. Austin State University			https://app.joinhandshake.com		

21	Tarleton State University			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
22	Texas A&M University - Corpus Christi			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
23	Texas A&M University - Commerce			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
24	Texas Association of Broadcasters			tab.org		
25	Texas State University			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
26	Texas Tech University			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
27	Texas Women's University			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
28	The University of Oklahoma			transitioned <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
29	The University of Texas at San Antonio			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
30	University of North Texas			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
31	Walk-ins					
32	West Texas A&M University			<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>		
33	sites that scrape postings					1

<b>TOTAL:</b>	<b>16</b>					
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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): May 23 & 24, 2018

Describe Nature of Initiative:

General Manager Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Training sessions for General Managers covering a wide variety of topics including the following:

Human Resources

Newsroom Policies & Procedures

Finance

Digital Products & Content

Technology

Names of Station Personnel involved in Initiative:

General Manager

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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 28, 2018

Describe Nature of Initiative:

Station tour and panel discussion about the changing landscape of how news is disseminated and how it shapes how sales sells advertising on multiple platforms.

Participating organization: Delta Sigma Pi Professional Business Fraternity, Midwestern State University

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Tour and panel discussion about the changing landscape of how news is disseminated and how it shapes how sales sells advertising on multiple platforms covering topics below:

Topics covered:

- How is Channel 6 News appealing to younger audiences? (Millennials)
- What demographic do the majority of Channel 6 viewers fall under?
- What channel of communication is most popular right now for your users? (social media, YouTube, streaming, traditional broadcast television)
- Do you see a place among all the streaming sites for broadcast television in the future?
- How is the Sales Team adapting to the new wave of technology users? (more streaming and mobile device users, fewer viewers for broadcasting media and live television)

Names of Station Personnel involved in Initiative:

General Manager/General Sales Manager

Local Sales Manager

Digital Sales Manager

Sr. Digital Sales Specialist

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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): October 24, 2018

Describe Nature of Initiative:

Classroom presentation & Talk, Midwestern State University Dillard College of Business Promotion Management Class

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Presentation & talk with MSU Promotion Management Class on social media, digital and online advertising and careers in Broadcast/Digital media advertising.

Names of Station Personnel involved in Initiative:

Local Sales Manager  
Digital Sales Manager

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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): February 27, 2019

Describe Nature of Initiative:

Participated at the Dillard College of Business Administration Business Etiquette Seminar/Dinner at Midwestern State University. It provides student with the opportunity to interact as well as sharpen their "soft skills" through interaction with area business leaders.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Sponsored a table and participated in the event.

Names of Station Personnel involved in Initiative:

Digital Sales Manager  
Senior Digital Sales Specialist

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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): ongoing

Describe Nature of Initiative:

Station run promotions and PSAs informing the viewing audience of careers with KAUZ as well as invite organizations to let us know if they would like to receive notifications of KAUZ job postings.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Promotions and PSA

"KAUZ is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. We encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization distributes job information and can provide referrals as part of your regular activity, we would like to hear from you. Send your request to: [EEO@kauz.com](mailto:EEO@kauz.com), that's [EEO@kauz.com](mailto:EEO@kauz.com)."

Names of Station Personnel involved in Initiative:

EEO Coordinator  
General Manager



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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

Career & Job Fairs

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Collected resumes and talked with prospective job and/or internship candidates about careers with American Spirit Media.

7<sup>th</sup> Annual Workforce Solutions Job Fair (5/03/18)

Oklahoma State University Business Career Fair (09/19/18)

Midwestern State University "Networking Career Fair – Fall 2018 (10/17/18)

2018 Hiring Red, White and You! Veterans Job Fair – (11/02/18)

Names of Station Personnel involved in Initiative:

Business Office Coordinator, EEO Coordinator

General Manager/General Sales Manager

Digital Sales Manager